Permit #F00161642
FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00161642 **Type of Permit:** FILMING **Release Date:** 02/06/2020

Production Company	MOTIVE GROUP INC
Insured Company Name	MOTIVE GROUP INC
Contact Phone No. 1	310-261-5640
Contact Phone No. 2	
Fax	
Address	2901 BLAKE STREET STE 180 DENVER, Colorado 80205
Production Title	KEVITA
Type of Production	Commercial - Internet

Producer	Gail Salmo
Director	Mark Leibowitz
1st AD	Mitchell Jones
Production Manager	John Hill
FilmL.A. Coordinator	Sarah Neubauer
Location Manager	Sherry Roldan
Primary Phone	Mobile - 213-842-2290
Secondary Phone	Office - 303-302-2100
Location Assistant	N/A N/A
Primary Phone	Mobile - 000-000-0000
Secondary Phone	

Fees

Notification Charge	$130.00
FILMLA NON-REFUNDABLE FILM APPLICATION FEE	$699.00
SANTA MONICA BEACH FILM LOCATION FEE	$1,322.91
SANTA MONICA POLICE OFFICER (8 HR MINIMUM)	$3,008.60
SANTA MONICA POLICE VEHICLE	$94.43
SANTA MONICA PARKING (BEACH LOTS)	$700.00
SANTA MONICA BEACHES FILM/STILL APPLICATION FEE	$778.13
SANTA MONICA PARKS FILM LOCATION FEE	$1,289.39

Total Permit Fee $8,022.46

Number of Locations 4

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Summary Information — Location

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Production Company MOTIVE GROUP INC
Insured Company MOTIVE GROUP INC
Production Title KEVITA

Location Manager Sherry Roldan
Primary Phone Mobile - 213-842-2290
Secondary Phone Office - 303-302-2100

Location Address SANTA MONICA BEACH (EXCLUDING PIER), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

*****SANTA MONICA BEACH SUMMER RESTRICTIONS: MEMORIAL DAY WEEKEND - LABOR DAY WEEKEND*****
*No filming at the beach on weekends - still and motion
*The bike path cannot be used for filming from Memorial Day weekend through Labor Day weekend.
*Filming on Ocean Front Walk will be permitted on a case-by-case basis, discuss with Wendy prior to sending permit.
*Filming is not allowed on beaches or beach parking lots on Memorial Day, July 4th or Labor Day weekends.

No posting of production/directional signs allowed on public property.

Lifeguard fees are not collected by FilmL.A. These fees are charged directly by Dept. of Beaches & Harbors for services rendered. Companies must provide a valid billing address for this purpose.

Film Dates 2/7/2020 - 2/7/2020 06:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions **THE CONSUMPTION OF ALCOHOLIC BEVERAGES AND THE USE OF DRUGS, INCLUDING MARIJUANA, ON LOCATION BY ANY CAST, CREW, OR INVITED GUESTS IS STRICTLY PROHIBITED.**
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
SANTA MONICA POLICE: Must contact FilmLA to request a rider if production is requesting to remain at location past the permitted end time. After hours: 213.977.8600

Please see attached documents
AGENT LETTER TEMPLATE.BeautifulDay,FIlmL.A., UPDATED 11.1.19.pdf
NO SIGNAGE IN SANTA MONICA.pdf
Guidelines for Use of Parking Lots in the City of Santa Monica.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	35
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	12
Crew	37
Santa Monica Police Officer	1

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Production Company MOTIVE GROUP INC
Insured Company MOTIVE GROUP INC
Production Title KEVITA

Location Manager Sherry Roldan
Primary Phone Mobile - 213-842-2290
Secondary Phone Office - 303-302-2100

Filming Activities Equipment on sand; Exterior motion without sound; Talent riding bicycle on bike path with flow of traffic. Camera position on sand while talent rides by on bicycle with flow of traffic. NO ITC / NO IPC needed.; 10 x 10 ez ups on beach for shelter.; Talent walking on beach between Lifeguard towers # 26 - #27. Talent swinging on swingsets south of pier on beach. ; 1 picture car in parking lot 4 South with talent / model standing next to picture car. ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Cody Green
SANTA MONICA - PARKING OFFICE	Helen Loy
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Aaron Orozco

Parking

Base Camp Location Type : Other Location — Santa Monica Beach Parking lot 4 South, Santa Monica, CA, 90405

Crew Parking Location Type : Other Location — Santa Monica Beach Parking lot 4 South, Santa Monica, CA, 90405

Parking Notes
Requesting 25 reserved spaces and 25 unreserved spaces in parking lot # 4 South, 2/7/20 from 6am - 8pm.

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Summary Information — Location

Permit Number F00161642
Production Company MOTIVE GROUP INC
Insured Company MOTIVE GROUP INC
Production Title KEVITA

Location Manager Sherry Roldan
Primary Phone Mobile - 213-842-2290
Secondary Phone Office - 303-302-2100

Location Address Dorothy Green Park, Santa Monica, CA, 90405

Location Name DOROTHY GREEN PARK

Location Type Park

Film Dates 2/7/2020 - 2/7/2020 06:00 - 20:00 1 day

Open or Closed to the Public Open

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Must comply with attached conditions
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Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
SANTA MONICA POLICE: Must contact FilmLA to request a rider if production is requesting to remain at location past the permitted end time. After hours: 213.977.8600

Please see attached documents NO SIGNAGE IN SANTA MONICA.pdf
Guidelines for Use of Parking Lots in the City of Santa Monica.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	35
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	12
Crew	37
Santa Monica Police Officer	1

Filming Activities Equipment on property; Exterior motion without sound; Talent riding bicycle with flow of traffic on cement pad just west of the playground area and also on pathway leading to Barnard Wy Linear Park. ; Talent riding bicycle on bike path with flow of traffic. Camera on sand for bike riding scenes with flow of traffic. NO ITC / NO IPC needed,; We will not be filming in any areas within the park that are within 250 of any residents prior to 8am. ; Talent walking in park. ; 18 X 10 Mural flat on conrete pad. ; Picnic scenes at grassy area off of Ocean between Hollister Av and Strand.;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide Page: 671 **Grid:**

Approvals

SANTA MONICA - PARKING OFFICE	Helen Loy
SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Cody Green
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Aaron Orozco

Parking **Base Camp** Santa Monica Beach Parking **Crew** Santa Monica Beach Parking

NO PERMIT

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Summary Information — Location

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Production Company MOTIVE GROUP INC
Insured Company MOTIVE GROUP INC
Production Title KEVITA

Location Manager Sherry Roldan
Primary Phone Mobile - 213-842-2290
Secondary Phone Office - 303-302-2100

Location Type : Other Location
lot 4 South, Santa Monica, CA, 90405

Parking
Location Type : Other Location
lot 4 South, Santa Monica, CA, 90405

Parking Notes
Requesting 25 reserved spaces and 25 unreserved spacces from 6am - 8pm, parking lot 4 South

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Summary Information — Location

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Production Company MOTIVE GROUP INC
Insured Company MOTIVE GROUP INC
Production Title KEVITA

Location Manager Sherry Roldan
Primary Phone Mobile - 213-842-2290
Secondary Phone Office - 303-302-2100

This location has been CANCELED

Location Address 2376 Main St, Santa Monica, CA, 90405

Location Type Vacant Building

Film Dates 2/7/2020 - 2/7/2020 12:00 - 20:00 1 day

Open or Closed to the Public Closed

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Must maintain local/emergency access
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No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
SANTA MONICA POLICE: Must contact FilmLA to request a rider if production is requesting to remain at location past the permitted end time. After hours: 213.977.8600

Please see attached documents NO SIGNAGE IN SANTA MONICA.pdf
Guidelines for Use of Parking Lots in the City of Santa Monica.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	30
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	30
Santa Monica Police Officer	1

Filming Activities Interior motion without sound; Building s small set inside of vacant store. Talent inside of vacant store. Parking and filming all on private property. ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide Page: 671 **Grid:** F4

Approvals

SANTA MONICA - PARKING OFFICE	Helen Loy
SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Cody Green

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location
Santa Monica Beach Parking lot 4 South, Santa Monica, CA, 90405

Parking Notes
Requesting 25 reserved spaces and 25 unreserved spaces.
Also requesting 10 spaces in Lot # 9 at 2701 Neilson Way - pay upon entry.

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Summary Information — Location

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Production Company MOTIVE GROUP INC
Insured Company MOTIVE GROUP INC
Production Title KEVITA

Location Manager Sherry Roldan
Primary Phone Mobile - 213-842-2290
Secondary Phone Office - 303-302-2100

Location Address 2736 Main St, Santa Monica, CA, 90405

Location Type Vacant Building

Film Dates 2/7/2020 - 2/7/2020 12:00 - 20:00 1 day

Open or Closed to the Public Closed

Generic Conditions **THE CONSUMPTION OF ALCOHOLIC BEVERAGES AND THE USE OF DRUGS, INCLUDING MARIJUANA, ON LOCATION BY ANY CAST, CREW, OR INVITED GUESTS IS STRICTLY PROHIBITED.**
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No Parking in handicap spaces at anytime.
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Equipment on Location

Type	Quantity
Cast/Crew vehicles	30
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	30
Santa Monica Police Officer	1

Filming Activities Interior motion without sound; Building s small set inside of vacant store. Talent inside of vacant store. Parking and filming all on private property. ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Approvals SANTA MONICA POLICE DEPARTMENT Cody Green

Coordinator Note ALL SANTA MONICA APPROVALS RECIEVED ON LOCATION 2376 Main St

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location
Santa Monica Beach Parking lot 4 South, Santa Monica, CA, 90405

Parking Notes
Requesting 25 reserved spaces and 25 unreserved spaces.
Also requesting 10 spaces in Lot # 9 at 2701 Neilson Way - pay upon entry.

NOT A PERMIT

APPOINTMENT OF Beautiful Day Permits
AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Motive Made Studios (Principal) and am authorized to enter into binding contractual agreements on Principal's behalf provided Principal has pre-approved such agreements. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA for any city, county or other jurisdiction that FilmLA contracts with, in accordance with Principal's instructions, to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible and liable for any and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Beautiful Day Permits. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Beautiful Day Permits as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, city, agency, entity or organization (including FilmLA and any city, county or other jurisdiction that FilmLA contracts with) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or electronic copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Beautiful Day Permits as an agent for Principal and based on that authority I hereby appoint Beautiful Day Permits as Principal's agent as set forth herein.

DATED 01/31/2020 **BY** Aragorn Fenton
REPRESENTATIVE'S SIGNATURE

Motive Made Studios	2901 Blake St.
NAME OF "PRINCIPAL" (PRODUCTION COMPANY)	PRINCIPAL'S STREET ADDRESS
Aragorn Fenton	Denver CO 80205
PRINT PRINCIPAL REPRESENTATIVE NAME	CITY, STATE, ZIP CODE
Head of Production	424 785 9394
REPRESENTATIVE TITLE (I.E. UPM, LOC. MGR.)	PRINCIPAL'S TELEPHONE NUMBER

NOT A PERMIT

City of Santa Monica
Transportation Engineering & Management Division
Post Office Box 2200, Santa Monica, California 90407-2200

NOTICE

To: Applicants for Film Permits in the City of Santa Monica

From: Transportation Engineering & Management Division

Subjects: Directional and Other Signs

Use of Temporary No Parking Signs

Please be advised that the posting of advertising, directional or other types of signs in, or visible from, public rights-of-way is prohibited by Chapter 9.52 of the Santa Monica Municipal Code. Any such signs will be removed and destroyed by City forces. And, you will be charged $59.93 per sign or the actual cost of removal, whichever is greater, for each such sign.

Temporary No Parking signs are available to facilitate your filming activities from the Public Works Permit Counter. You are responsible for the installation and removal of such signs. You will be provided with a sheet of instructions when you pick up the signs. Temporary No Parking signs must be removed immediately after your film shoot is completed. Any Temporary No Parking signs not promptly removed will be removed by City forces. And you will be charged $59.93 per sign or the actual cost of removal, whichever is greater, for each such sign.

In order to avoid such problems, we respectfully request your voluntary compliance.

Should you have questions, please contact the Transportation Engineering & Management Division at (310) 458-8291 or traffic.engineering@smgov.net.

NOT A PERMIT

CONDITIONS FOR USE OF PARKING LOTS FOR FILMINGS, PHOTOSHOOTS, AND BASECAMPS IN THE CITY OF SANTA MONICA

****These conditions only apply to production companies approved to use City-owned lots and do not imply permission to use any City lot****

1. Available Lots:
    a. The ONLY lots available for rental are Beach Lots 4 and 5 South, and Beach Lots 1 North through 8 North. There are no exceptions. Requested parking lot(s) must be clearly stated in the base camp/crew parking portion of your Film LA. permit. Applying for a Film L.A permit does not guarantee use of the parking lots. The City of Santa Monica Parking Department has final authorization regarding use of the parking lots. A parking application must be submitted to the Parking Department in addition to the submittal of the Film L.A permit.

2. Space Availability:
    a. The amount of spaces available for purchase can vary depending on the time of year. As a starting point, no production company may rent out more than half the available spaces of any lot. During certain times of the year (i.e. spring break, summer, any other special events, etc.), additional restrictions will apply regarding space availability, if any.

3. Restrictions:
    a. The production company can only use the spaces that have been purchased and reserved for them.
    b. Parking must be finalized no later than 72 business hours before the production date. There will be no adding of spaces after that time or on the day of filming.
    c. The RESERVED area will be set up the night before by the parking operator, usually at 10pm. There is no guarantee that there will be not be any vehicles already parked in the RESERVED area by the shoot date. It is the production company's responsibility to ensure no other vehicles park in the RESERVED area upon possession of the space. The City merely sells the spaces and sections it off.
    d. At no time can the production company extend the basecamp or deny transient parkers access to the parking lot.

4. Basecamps/Reserved Parking:
    a. Production companies must park all vehicles and materials/equipment within their RESERVED event space. Any vehicles parked outside the event space will need to show proof of payment of the Daily parking rate for that individual vehicle or become subject to citation.

NOT A PERMIT

b. Depending on the size and location of the RESERVED area, production companies may be required to pay for any parking spaces used to divert traffic around the RESERVED area. This is to prevent traffic from driving through the RESERVED area and to keep the traffic flowing smoothly within the lot. These spaces are also procured at the RESERVED rate of 3x the Daily rate.

5. Unreserved Parking:
   a. Production companies may purchase UNRESERVED parking for vehicles they wish to park outside their event space. The UNRESERVED parking is the Daily rate of the lot for that specific date and will allow the parker to stay past sunset.
   b. UNRESERVED parking is for the parking of vehicles ONLY. The production company may not use UNRESERVED parking for setting up any basecamp activities such as tents, chairs, wardrobe, generators, storing of materials, etc.
   c. The purchase of UNRESERVED permits requires the production company to pick up the permits from the City parking office, however, payment is still made directly to Film LA.
   d. The UNRESERVED parking permit must be displayed in the vehicle upon entering the lot and must be displayed in the vehicle at all times. Failure to display the permit is subject to citation. UNRESERVED parking is on a first-come, first-serve basis and does not guarantee a parking space in the lot.

6. Pay-Upon-Entry:
   a. Production companies also have the option to Pay-upon-entry at any City facility. This is only for productions that do not need any basecamp or RESERVED parking.
   b. Paying-upon-entry is for productions that wish to have all their vehicles pay at the cashier booth or pay machine upon entering the lot on the day of production.
   c. Production companies are prohibited from purchasing extra spaces to set up any basecamp activity. Paying-upon-entry is simply parking a vehicle and then leaving the lot.
   d. Production companies may inquire with the City of Santa Monica to confirm which City facilities are available for Pay-upon-entry.

7. Cancellation Policy:
   a. Cancellations for RESERVED parking and UNRESERVED parking must be made more than 48 business hours of production date. Cancellations made within this time period will be honored at no cost to the production company.
   b. Cancellations for RESERVED parking and UNRESERVED parking made within 48 business hours will not be honored. NO refunds will be given.
   c. Cancellations for Pay-upon-entry requires no notification as no parking fees are associated with the Film LA permit.

NOT A PERMIT

City of Santa Monica
Transportation Engineering & Management Division
Post Office Box 2200, Santa Monica, California 90407-2200

NOTICE

To: Applicants for Film Permits in the City of Santa Monica

From: Transportation Engineering & Management Division

Subjects: Directional and Other Signs

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2. Space Availability:
    a. The amount of spaces available for purchase can vary depending on the time of year. As a starting point, no production company may rent out more than half the available spaces of any lot. During certain times of the year (i.e. spring break, summer, any other special events, etc.), additional restrictions will apply regarding space availability, if any.

3. Restrictions:
    a. The production company can only use the spaces that have been purchased and reserved for them.
    b. Parking must be finalized no later than 72 business hours before the production date. There will be no adding of spaces after that time or on the day of filming.
    c. The RESERVED area will be set up the night before by the parking operator, usually at 10pm. There is no guarantee that there will be not be any vehicles already parked in the RESERVED area by the shoot date. It is the production company's responsibility to ensure no other vehicles park in the RESERVED area upon possession of the space. The City merely sells the spaces and sections it off.
    d. At no time can the production company extend the basecamp or deny transient parkers access to the parking lot.

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    a. Production companies must park all vehicles and materials/equipment within their RESERVED event space. Any vehicles parked outside the event space will need to show proof of payment of the Daily parking rate for that individual vehicle or become subject to citation.

NOT A PERMIT

b. Depending on the size and location of the RESERVED area, production companies may be required to pay for any parking spaces used to divert traffic around the RESERVED area. This is to prevent traffic from driving through the RESERVED area and to keep the traffic flowing smoothly within the lot. These spaces are also procured at the RESERVED rate of 3x the Daily rate.

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   b. Paying-upon-entry is for productions that wish to have all their vehicles pay at the cashier booth or pay machine upon entering the lot on the day of production.
   c. Production companies are prohibited from purchasing extra spaces to set up any basecamp activity. Paying-upon-entry is simply parking a vehicle and then leaving the lot.
   d. Production companies may inquire with the City of Santa Monica to confirm which City facilities are available for Pay-upon-entry.

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****These conditions only apply to production companies approved to use City-owned lots and do not imply permission to use any City lot****

1. Available Lots:
    a. The ONLY lots available for rental are Beach Lots 4 and 5 South, and Beach Lots 1 North through 8 North. There are no exceptions. Requested parking lot(s) must be clearly stated in the base camp/crew parking portion of your Film LA. permit. Applying for a Film L.A permit does not guarantee use of the parking lots. The City of Santa Monica Parking Department has final authorization regarding use of the parking lots. A parking application must be submitted to the Parking Department in addition to the submittal of the Film L.A permit.

2. Space Availability:
    a. The amount of spaces available for purchase can vary depending on the time of year. As a starting point, no production company may rent out more than half the available spaces of any lot. During certain times of the year (i.e. spring break, summer, any other special events, etc.), additional restrictions will apply regarding space availability, if any.

3. Restrictions:
    a. The production company can only use the spaces that have been purchased and reserved for them.
    b. Parking must be finalized no later than 72 business hours before the production date. There will be no adding of spaces after that time or on the day of filming.
    c. The RESERVED area will be set up the night before by the parking operator, usually at 10pm. There is no guarantee that there will be not be any vehicles already parked in the RESERVED area by the shoot date. It is the production company's responsibility to ensure no other vehicles park in the RESERVED area upon possession of the space. The City merely sells the spaces and sections it off.
    d. At no time can the production company extend the basecamp or deny transient parkers access to the parking lot.

4. Basecamps/Reserved Parking:
    a. Production companies must park all vehicles and materials/equipment within their RESERVED event space. Any vehicles parked outside the event space will need to show proof of payment of the Daily parking rate for that individual vehicle or become subject to citation.

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b. Depending on the size and location of the RESERVED area, production companies may be required to pay for any parking spaces used to divert traffic around the RESERVED area. This is to prevent traffic from driving through the RESERVED area and to keep the traffic flowing smoothly within the lot. These spaces are also procured at the RESERVED rate of 3x the Daily rate.

5. Unreserved Parking:
   a. Production companies may purchase UNRESERVED parking for vehicles they wish to park outside their event space. The UNRESERVED parking is the Daily rate of the lot for that specific date and will allow the parker to stay past sunset.
   b. UNRESERVED parking is for the parking of vehicles ONLY. The production company may not use UNRESERVED parking for setting up any basecamp activities such as tents, chairs, wardrobe, generators, storing of materials, etc.
   c. The purchase of UNRESERVED permits requires the production company to pick up the permits from the City parking office, however, payment is still made directly to Film LA.
   d. The UNRESERVED parking permit must be displayed in the vehicle upon entering the lot and must be displayed in the vehicle at all times. Failure to display the permit is subject to citation. UNRESERVED parking is on a first-come, first-serve basis and does not guarantee a parking space in the lot.

6. Pay-Upon-Entry:
   a. Production companies also have the option to Pay-upon-entry at any City facility. This is only for productions that do not need any basecamp or RESERVED parking.
   b. Paying-upon-entry is for productions that wish to have all their vehicles pay at the cashier booth or pay machine upon entering the lot on the day of production.
   c. Production companies are prohibited from purchasing extra spaces to set up any basecamp activity. Paying-upon-entry is simply parking a vehicle and then leaving the lot.
   d. Production companies may inquire with the City of Santa Monica to confirm which City facilities are available for Pay-upon-entry.

7. Cancellation Policy:
   a. Cancellations for RESERVED parking and UNRESERVED parking must be made more than 48 business hours of production date. Cancellations made within this time period will be honored at no cost to the production company.
   b. Cancellations for RESERVED parking and UNRESERVED parking made within 48 business hours will not be honored. NO refunds will be given.
   c. Cancellations for Pay-upon-entry requires no notification as no parking fees are associated with the Film LA permit.

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City of Santa Monica
Transportation Engineering & Management Division
Post Office Box 2200, Santa Monica, California 90407-2200

NOTICE

To: Applicants for Film Permits in the City of Santa Monica

From: Transportation Engineering & Management Division

Subjects: Directional and Other Signs

Use of Temporary No Parking Signs

Please be advised that the posting of advertising, directional or other types of signs in, or visible from, public rights-of-way is prohibited by Chapter 9.52 of the Santa Monica Municipal Code. Any such signs will be removed and destroyed by City forces. And, you will be charged $59.93 per sign or the actual cost of removal, whichever is greater, for each such sign.

Temporary No Parking signs are available to facilitate your filming activities from the Public Works Permit Counter. You are responsible for the installation and removal of such signs. You will be provided with a sheet of instructions when you pick up the signs. Temporary No Parking signs must be removed immediately after your film shoot is completed. Any Temporary No Parking signs not promptly removed will be removed by City forces. And you will be charged $59.93 per sign or the actual cost of removal, whichever is greater, for each such sign.

In order to avoid such problems, we respectfully request your voluntary compliance.

Should you have questions, please contact the Transportation Engineering & Management Division at (310) 458-8291 or traffic.engineering@smgov.net.

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CONDITIONS FOR USE OF PARKING LOTS FOR FILMINGS, PHOTOSHOOTS, AND BASECAMPS IN THE CITY OF SANTA MONICA

****These conditions only apply to production companies approved to use City-owned lots and do not imply permission to use any City lot****

1. Available Lots:
    a. The ONLY lots available for rental are Beach Lots 4 and 5 South, and Beach Lots 1 North through 8 North. There are no exceptions. Requested parking lot(s) must be clearly stated in the base camp/crew parking portion of your Film LA. permit. Applying for a Film L.A permit does not guarantee use of the parking lots. The City of Santa Monica Parking Department has final authorization regarding use of the parking lots. A parking application must be submitted to the Parking Department in addition to the submittal of the Film L.A permit.

2. Space Availability:
    a. The amount of spaces available for purchase can vary depending on the time of year. As a starting point, no production company may rent out more than half the available spaces of any lot. During certain times of the year (i.e. spring break, summer, any other special events, etc.), additional restrictions will apply regarding space availability, if any.

3. Restrictions:
    a. The production company can only use the spaces that have been purchased and reserved for them.
    b. Parking must be finalized no later than 72 business hours before the production date. There will be no adding of spaces after that time or on the day of filming.
    c. The RESERVED area will be set up the night before by the parking operator, usually at 10pm. There is no guarantee that there will be not be any vehicles already parked in the RESERVED area by the shoot date. It is the production company's responsibility to ensure no other vehicles park in the RESERVED area upon possession of the space. The City merely sells the spaces and sections it off.
    d. At no time can the production company extend the basecamp or deny transient parkers access to the parking lot.

4. Basecamps/Reserved Parking:
    a. Production companies must park all vehicles and materials/equipment within their RESERVED event space. Any vehicles parked outside the event space will need to show proof of payment of the Daily parking rate for that individual vehicle or become subject to citation.

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b. Depending on the size and location of the RESERVED area, production companies may be required to pay for any parking spaces used to divert traffic around the RESERVED area. This is to prevent traffic from driving through the RESERVED area and to keep the traffic flowing smoothly within the lot. These spaces are also procured at the RESERVED rate of 3x the Daily rate.

5. Unreserved Parking:
   a. Production companies may purchase UNRESERVED parking for vehicles they wish to park outside their event space. The UNRESERVED parking is the Daily rate of the lot for that specific date and will allow the parker to stay past sunset.
   b. UNRESERVED parking is for the parking of vehicles ONLY. The production company may not use UNRESERVED parking for setting up any basecamp activities such as tents, chairs, wardrobe, generators, storing of materials, etc.
   c. The purchase of UNRESERVED permits requires the production company to pick up the permits from the City parking office, however, payment is still made directly to Film LA.
   d. The UNRESERVED parking permit must be displayed in the vehicle upon entering the lot and must be displayed in the vehicle at all times. Failure to display the permit is subject to citation. UNRESERVED parking is on a first-come, first-serve basis and does not guarantee a parking space in the lot.

6. Pay-Upon-Entry:
   a. Production companies also have the option to Pay-upon-entry at any City facility. This is only for productions that do not need any basecamp or RESERVED parking.
   b. Paying-upon-entry is for productions that wish to have all their vehicles pay at the cashier booth or pay machine upon entering the lot on the day of production.
   c. Production companies are prohibited from purchasing extra spaces to set up any basecamp activity. Paying-upon-entry is simply parking a vehicle and then leaving the lot.
   d. Production companies may inquire with the City of Santa Monica to confirm which City facilities are available for Pay-upon-entry.

7. Cancellation Policy:
   a. Cancellations for RESERVED parking and UNRESERVED parking must be made more than 48 business hours of production date. Cancellations made within this time period will be honored at no cost to the production company.
   b. Cancellations for RESERVED parking and UNRESERVED parking made within 48 business hours will not be honored. NO refunds will be given.
   c. Cancellations for Pay-upon-entry requires no notification as no parking fees are associated with the Film LA permit.

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